

JUL 23 1945

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

RUTH FINLEY, *Associate Editor*
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JULY 20, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Being Mailed	BOOKLET: "CALIFORNIA FASHION STORY" A 152-page booklet commemorating the silver anniversary of the apparel market in California, now being mailed to stores, textile houses, etc. throughout the country. This booklet lists all California manufacturers, tells the story of the California market, and includes a full color map of California, with fashions sketched in relation to the area shown on the map.	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA
Just Issued	BOOKLET: "NEW FASHIONS TO SEW FROM OLD" A new booklet, S-19, with sewing directions for re-cutting old garments into smart accessories, attractive children's clothes, play togs, suits, blouses and dickies. Also layouts for cutting old garments into new designs and standard commercial patterns, with ideas for the beginner and experienced sewer. Price 10¢ each. Publicity: Maude Eberle, PL. 3-5600.	SPOOL COTTON COMPANY	DEPARTMENT STORES NOTION COUNTERS
Friday July 20 8:30 A.M. Breakfast	IMPORTANCE OF COAL TO EUROPEAN FASHION Mr. Daggett Howard, Administrative Executive of the recent Rosenman Mission, will discuss conditions in western Europe, showing how the lack of coal is affecting the production of consumer goods in the liberated countries and the great importance of coal to the textile industry and the fashions of Europe. Press by invitation only. Publicity: Spencer Armstrong, 60 East 42nd Street, MU. 2-8673.	BITUMINOUS COAL INST. 60 EAST 42ND STREET	BILTMORE HOTEL SUITE 119
Friday July 20 10:00 A.M.	PRESS PREVIEW: NEW "TYKE" PANT A showing for the magazine and trade press to demonstrate Carter's new garment--the "Tyke" pant for infants and children. By invitation only. Contact: Emily Ashe, LE. 2-6850.	THE WILLIAM CARTER CO.	SHOWROOMS 180 MADISON AVENUE
Friday July 20 4:30 P.M.- 7:00 P.M. Cocktails	POST-WAR COTTON FASHIONS DISCUSSED AT COCKTAILS A cocktail party especially for the out-of-town press, with Dr. C. T. Murchison, president of the Cotton Textile Institute present to greet the press. Virginia Jewel, fashion director of the Institute, will discuss post-war cotton fashions. Releases and special pictures available. Publicity: Virginia Jewel, WO. 2-0270.	COTTON TEXTILE INSTITUTE	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JULY 22, 1945</u>			
Sunday July 22 12:00 Noon Breakfast	INFORMAL BREAKFAST FOR OUT-OF-TOWN PRESS The Cleanliness Bureau of the Association of American Soap and Glycerine Producers is inviting fashion and beauty editors to Sunday breakfast at the Waldorf for an informal round-table discussion of their needs for cleanliness information. Reservations close at noon on Saturday, July 21. Contact: Mary-Madeleine Riddle, Editor: PE. 6-4074 (After 6:00 P.M. - contact: RE. 4-0269).	CLEANLINESS BUREAU	WALDORF-ASTORIA ROOM 4-M
Sunday July 22 2:00 P.M.	PRESS INVITED TO RADIO BROADCAST Prince Matchabelli is inviting newspaper women from all over the country, now in New York for Dress Institute Week, to attend the Matchabelli sponsored Stradivari Orchestra radio broadcast on Sunday, July 22. For tickets, contact: Virginia Clark, Prince Matchabelli, 711 Fifth Avenue, PL. 3-7010.	PRINCE MATCHABELLI INC.	STATION WABC 880 ON THE DIAL
Beginning Monday July 23	PRESS PREVIEW: FALL MILLINERY Mago Hayes Fall hat collection, showing her unique talent for dramatic millinery. Open to fashion editors and buyers. Publicity: Hilda Kassell, PL. 5-5319.	MAGO HAYES	SALON 724 FIFTH AVENUE
Beginning Monday July 23	EXHIBITION OF UNUSUAL HAIR ORNAMENTS Unusual pieces highlighting the romantic styles of Spain, Hawaii, Bali, and Czechoslovakia -- decorative combs, pins, headdresses, and ornaments of the 19th and 20th centuries from the Traphagen School's Museum Collection. Open to public, 9:00 A.M. to 9:00 P.M. weekdays. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday July 23	ANNUAL MIDSUMMER FURNITURE SHOWING Newly redecorated modern rooms in interesting color combinations; a group of 18th Century rooms, three of which show the Chinese influence of the Chinese mandarin exhibit at the Metropolitan Museum of Art; and three early American rooms filling both a traditional and functional purpose. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Extension 76.	THE NAMM STORE BROOKLYN	5TH FLOOR
Tuesday July 24 2:30 P.M. Cocktails	ANNUAL FUR FASHION SHOW Premiere of a complete collection of precious furs and mutations, stressing color, line, and design in fur, dramatized in coats, jackets, accessories and fur with fabric combinations for "around-the-clock" wear. Press by invitation only. Publicity: Bert Nevins Associates, WI. 7-9715.	I. J. FOX 5TH AVE. AT 36TH ST.	EMPIRE SALON 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>NEW YORK COLLEGE SHOP OPENINGS</u>			
Monday July 23	BAMBERGER'S (NEWARK) Publicity: Ann Burrows, Market 2-1212.		3RD FLOOR
Tuesday July 24	ABRAHAM & STRAUS (BROOKLYN) Publicity: Janet Stevenson, TR. 5-7200.		3RD FLOOR
Wednesday July 25	PRESS PREVIEW: COLLEGE FASHIONS Arnold Constable will present their new college fashions for Fall and Winter to specially invited college students and the fashion press. Publicity: Gerry Morgan, CA. 5-2300.	ARNOLD CONSTABLE & CO. 5TH AVE. AT 40TH ST.	COLLEGE SHOP 3RD FLOOR
Monday July 30	LORD & TAYLOR Publicity: Alice Johnston, WI. 7-3300		5TH FLOOR
Monday July 30	RUSSEKS FIFTH AVENUE Russeks College Shop will be opened to the public during the week of July 30. On Tuesday, July 31 at 3:00 P.M., Russeks will present College Fashions for Fall to the invited press at the Waldorf-Astoria, Fillement Suite. Publicity: Beatrice Castle, WI. 7-1900.		7TH FLOOR
Monday July 30	R.H. MACY & CO. Macy's College Shop predicts: "This year you'll follow fashions -- not fads." It shows the complete collection of smooth, sophisticated clothes indicative of new 1945 campus fashions. Open to public. Publicity: Virginia Meyer, CH. 4-2000, Ext. 2431.		3RD FLOOR
Monday July 30	B. ALTMAN & CO. Publicity: Faith Willcox, MU. 9-7000.		3RD FLOOR
Tuesday July 31 3.00 P. M.	PRESS SHOWING: COLLEGE FASHIONS By invitation only. (See Item #5 above). Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA FILLEMENT SUITE
Wednesday August 1	FREDERICK LOESER (BROOKLYN) Publicity: Helen Finn, TR. 5-8100.		2ND FLOOR
Thursday August 2 9.00 A. M. Breakfast	PRESS PREVIEW: INFORMAL BREAKFAST B. Altman will present an exciting new collection of clothes for college girls. Press by invitation only. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday August 2 12.30 P.M. Luncheon	PRESS PREVIEW: INFORMAL BREAKFAST "Seventh Heaven For College and Careers" -- Luncheon Fashion Show by Saks Fifth Avenue, accenting fashions for the young career girl in New York, as well as clothes for the college girl. Press by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL LOUIS XVI SUITE
Friday August 3	MARTIN'S (BROOKLYN) Publicity: Miriam Priluk, TR. 5-3100.		2ND FLOOR

(Continued)

DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS (Continued)

Monday August 6	JAMES McCREERY & CO. Publicity: Alice Hutton, WI. 7-7000.	4TH FLOOR
Monday August 6	STERN BROTHERS Publicity: Betty Collins, LO. 5-6000.	3RD FLOOR
Monday August 6	BLOOMINGDALE'S Publicity: Karen Hollis, VO. 5-5900	3RD FLOOR
Monday August 6	FRANKLIN SIMON & CO. Franklin Simon will open their College Shop with a presentation of authentic Scotch "Clan" plaids. Press showing on Thursday, August 9, at 5:00 P.M. Publicity: Frances Healy, WI. 7-9600.	3RD FLOOR
Monday August 6	SAKS FIFTH AVENUE Publicity: Helen Kauper, PL. 3-4000.	7TH FLOOR
Monday August 6	BONWIT TELLER Publicity: Doris Bartnett: EL. 5-6800.	8TH FLOOR
Thursday August 9 5:00 P.M.	PRESS SHOWING OF COLLEGE FASHIONS By invitation only. See item #4 above. Publicity: Frances Healy, WI. 7-9600.	FRANKLIN SIMON & CO. 3RD FLOOR
Monday August 13 3:00 P.M.	PRESS PREVIEW: COLLEGE FASHIONS A special opening, strictly for the Press, of college fashions for 1945-46. By invitation only. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET 3RD FLOOR BALCONY
Monday August 13	GIMBEL BROTHERS Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	3RD FLOOR
Monday August 13	THE NAMM STORE (BROOKLYN) Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.	2ND FLOOR
Tuesday August 14 9:00 A.M.	"BACK-TO-SCHOOL" FASHION SHOW A "back-to-school" fashion show for all school ages up to college. Commentator: Nancy Craig of The American Broadcasting Company, whose daily program "Woman Of Tomorrow" is broadcast over Station WJZ. Open to public. Publicity: Denson-Frey & Affiliates, MU. 3-3295.	HEARNS DEPARTMENT STORE ROCKEFELLER CENTER NBC STUDIO
Wednesday August 15	OPENING OF COLLEGE AND JUNIOR MISS SHOP Publicity: Ronny Tuchman, PL. 3-3800.	LANZ FIFTH AVENUE 668 FIFTH AVENUE
Saturday August 18 1:00 P.M.	PRESENTATION OF COLLEGE FASHIONS New college fashions for Fall and Winter will be presented in a fashion show. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS 3RD FLOOR

(Continued)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS (Continued)</u>			
Monday August 20 2:30 P.M.	PRESS SHOWING OF COLLEGE FASHIONS Oppenheim Collins will introduce their college counsellors and new college fashions to the invited press. This will be the official opening of the college shop. By invitation only. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	3RD FLOOR
Monday August 20- August 23	FOUR DESIGNERS AT COLLEGE SHOP FORUM Four New York designers will be guests at the College Forum of Miller & Rhoads College Shop in Richmond: Hope Skillman of Hope Skillman Fabrics; Vera Maxwell of Max Milstein; Dorothy Cox of The McMullen Co.; and Claire McCardell of Townley. Publicity: Rosemary Sheehan, CI. 7-8060.	MILLER & RHOADS	RICHMOND 17 VIRGINIA
Wednesday July 25 5:00 P.M.- 7:30 P.M.	MIDSUMMER RECEPTION FOR NEW OFFICERS A reception to meet new Publicity Club officers and a presentation of Citation Awards to the Club's War Activities Committee by U. S. Treasury Officials. Admission: 50¢. Bar refreshments at regular prices. Members may bring guests. Chairman: Dorothy Meyers, PL. 3-8034.	PUBLICITY CLUB OF NEW YORK	HOTEL ASTOR SOCIAL ROOM
Thursday July 26 12:30 P.M. Luncheon	LUNCHEON MEETING AND DISCUSSION Subject: "How May the Manufacturer, Advertising Agency, and Department Store Work Best Together to move the Immense Volume Necessary for Post-War Prosperity." Speakers: Ralph Guinzburg, Pres., I. B. Kleinert Rubber Co.; Sidney Lightstone, Gray Advertising Agency; Nelson Miller, Abraham & Straus. Price: \$1.25 for members; \$1.50 for guests. For reservations, contact: Rhoda Robbins, MU. 5-8600.	RETAIL DISTRIBUTION GROUP AMERICAN MARKETING ASS'N	HOTEL SHERATON LEXINGTON & 37TH ST.
Friday July 27	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE Contact: Fashion Department, CI. 7-0700.		1270 6TH AVENUE
Monday July 30 4:00 P.M.	PRESS PREVIEW: FALL FURS A press preview of Jay Thorpe's exclusive new furs for Fall and Winter. Press by invitation only. Publicity: Josephine Nevins, CI. 7-4300.	JAY THORPE	FUR SALON 24 WEST 57TH STREET
Monday July 30	MID-SUMMER FURNITURE SHOW Among the many interesting features of Macy's Mid-Summer Furniture Show will be 3 rooms from the Pittsburgh Glass Houses and a new origination from the House & Garden Glass House, with furniture and decorations exclusively Macy's and House & Garden. Open to public. Publicity: Virginia Meyer, CH. 4-2000, Ext. 2431.	R. H. MACY & CO.	9TH FLOOR
Tuesday July 31	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) Contact: Wilma Bell, Promotion Director, MU. 3-8910.		122 E. 42ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 31 9:15 A.M.- 10:30 A.M. Breakfast	"JUKE BOX" PRESS BREAKFAST Introducing a new Christmas gift item--a "hot item for the bath during cold weather" in a "Juke Box" package. Press by invitation only. Publicity: Marion Rudoy, BO. 8-5919.	QUEEN HELENE COSMETICS (37 W. 26TH ST.)	LONGCHAMPS 49TH ST. & MADISON AVE.
Wednesday August 1	NEW SHOE STAMP The Office of Price Administration has announced that Airplane Stamp #4 in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business. Airplane stamps #1, #2, and #3 remain valid indefinitely.	OPA	ALL OVER THE COUNTRY
Wednesday August 1 2:00 P.M.- 4:00 P.M.	FIVE FREE HOME CANNING SESSIONS Each Wednesday in August from 2:00 to 4:00 P.M., Pauline Leonard and Sylvia Neubauer, nutrition and canning experts of the American Red Cross, Brooklyn Chapter, will demonstrate newest methods of canning vegetables, fruits, pickles, and jellies. A movie on canning will be part of the first session. Open to public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Saturday August 4 2:00 P.M.	SHOWING OF NEW FALL FUR FASHIONS A preview of Fall Furs with special emphasis on the new shoulder line and sleeves. Open to public. Publicity: Edith Jordan, FE. 6-5100, Ext. 600.	GIMBEL BROTHERS	3RD FLOOR
Friday August 10	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) For tie-ins, contact: Albert Kornfeld, MO. 4-7500.		420 LEXINGTON AVE.
Wednesday August 15 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION A press showing of Henri Bendel Originals in Fall millinery. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Wednesday August 15 12:30 P.M.- 2:30 P.M.	"MASTERPIECES IN CORDUROY AT LUNCHEON One of the big fashion shows of the year, featuring pin-wale TOGEROY. Contributing are thirty manufacturers in nineteen fields including: Children's and Infants' Wear; Teenage, Junior, and Misses dresses; Negligees; Sportswear; Hostess gowns; Girdles and Bras; Bathing Suits; Play Shoes, Slippers; Men's robes; Men's and Boys' Jackets and Pants, Hats, Bags, Raincoats (draxed for added waterproofing); and Home Furnishings. Simultaneously, Lord and Taylor in New York, Thalheimers in Richmond, and Carson, Pirie, Scott in Chicago will do store-wide promotions on TOGEROY. By invitation only. Bernside Mills Publicity: Billie Gould, Inc. LA. 4-8773. Lord and Taylor Publicity: Alice Johnston, WI. 7-3300.	BERNSIDE MILLS & LORD AND TAYLOR	WALDORF ASTORIA GRAND BALLROOM
Monday August 20 1:00 P.M. Luncheon	NEW JUNIOR LIPSTICK PERFUME, & FASHIONS Presenting the new Judy 'n Jill lipstick, perfume, and new junior fashion creations by Horwitz & Duberman at a luncheon fashion show. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	JUDY 'N JILL	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 23 6:00 P.M.	SPECIAL SHOWING OF COLLEGE FASHIONS An informal showing of fashions for the college girl. public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR EAST BUILDING
Friday August 31 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING Teen-age "back-to-school" fashion show. Details later. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Sept. 3	LABOR DAY (Monday)		
Tuesday Sept. 4 4:00 P.M.	ANNUAL "PINK CHAMPAGNE PARTY" A Press Preview of luxurious fur fashions, the annual "Pink Champagne Party" that Russeks' Wholesale department gives for the press each year, presenting special fur fashions created in the design studio. Strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS FIFTH AVENUE	8TH FLOOR

PRESS OPENINGS: FALL CUSTOM-ORDER "ORIGINALS"

Showings of the custom-made Dress Collections are open only to
those members of the Press who have been notified and invited.

Wednesday.. Aug. 29	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday.. Sept. 5	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday.. Sept. 5	<u>BERGDORF GOODMAN</u> At 5:00 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday... Sept. 6	<u>JAY THORPE</u> At 11:00 A.M.	24 WEST 57TH ST.	PUBL.: JOSEPHINE NEVINS	CI. 7-4300
Thursday... Sept. 6	<u>MILGRIM</u> At 3:00 P.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Friday..... Sept. 7	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: DORIS BARTNETT	EL. 5-6800
Tuesday.... Sept. 11	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
To be Announced	<u>HATTIE CARNEGIE</u>	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600

Postponed From Sept. 4 "PREVIEW OF TOMORROW" NEW PRODUCTS SHOW Tentatively scheduled to open Sept. 4 and run for six weeks, Macy's "Preview of Tomorrow", an extensive exhibit of products designed for postwar living, has been postponed by WPB action. Request for opening of the exhibit in January is being made by Macy's. Publicity: Bert Bacharach, CH. 4-2000, Ext. 775.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 6 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Fall opening at a Buffet Luncheon of the custom-order dress collection designed by Carl Sidney for Marjorie Castle. Press by invitation. Contact: Marjorie Castle, PL. 9-4397.	MARJORIE CASTLE	SALON 15 EAST 53RD STREET
Sept. 7	JEWISH NEW YEAR (Friday at sunset)		
Monday Sept. 10- Sept. 15	FIRST CANADIAN FASHION SHOW SINCE WAR With government approval, Robert Simpson Co., Ltd., of Toronto, Canada, will stage a series of Fashion Shows in their Toronto store. Over 1,000 women are expected daily. Canadian clothes and furs will be assembled with American hats and accessories. American milliners participating are: Lilly Dache, John Frederics, Laddie Northridge, Mme. Pauline, Mme. Reine, and Florence Reichman. Bags designed by Josef. Entire production handled by Viola Shefer, PL. 3-3173.	ROBERT SIMPSON CO., LTD.	TORONTO CANADA
Tuesday Sept. 11 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS A press breakfast to preview De Pinna's new Fall Collection including town, spectator sports, junior, and debutante fashions. Press by invitation only. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	3RD FLOOR
Wednesday Sept. 12	RESUMPTION OF WEEKLY FASHION SHOWS AT THE WALDORF-ASTORIA HOTEL Luncheon Fashion Shows will be resumed at the Waldorf-Astoria on Wednesday, September 12, on the Starlight Roof. Four shows will be held on the Roof prior to the opening of the Sert Room for the Autumn and Winter season of 1945-46. Exhibitors for September will be: Sept. 12, Dein Bacher of the Waldorf; Sept. 19, Hattie Carnegie; Sept. 26, Franklin Simon. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday Sept. 13 2:30 P.M., 6:30 P.M.	SHOWING OF CLASSICS BY HENRY ROSENFELD Russeks' "Classic Coorner" will feature two special showings of fashions by Henry Rosenfeld, illustrating his great creative genius. Mr. Rosenfeld will be present and will speak. Open to public. Publicity: Beatrice Castle, WL. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR "CLASSIC CORNER"
Sept. 17	JEWISH DAY OF ATONEMENT (Monday)		
Saturday Sept. 29 12:00 P.M.	"CALLING ALL GIRLS" FASHION SHOW "Calling All Girls" Fashion Show featuring teen-age clothes for High School girls. "Calling All Girls" Club members will model. Nancy Pepper, editor of "Calling All Girls" Magazine, will be the commentator. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR

MUSIC.. THEATRES.. MOVIES.. NIGHT SPOTS

Beginning
Friday
July 20
8:30 P.M.

CONCERT PERFORMANCES (Sixth Week) LEWISOHN STADIUM, 138TH AT AMSTERDAM
Fri., July 20, Conductor: Fabien Sevitzky. Mendelsohn's Symphony No. 4 in A Major ("Italian"); Tchaikovsky's "Romeo and Juliet."
Sat., July 21, Conductor: Sigmund Romberg. Soloist: Robert Merrill, Baritone. Melodies by Franz Lehar; Second half of program, all Romberg.
Sun., July 22, Conductor: Fabien Sevitzky. Dvorak's "New World" Symphony, second movement; Bizet's "Carmen" Suite; Sibelius' "Finlandia"; Strauss's "Blue Danube" Waltz; Tchaikovsky's "1812" Overture.
Mon., July 23, Conductors: Fabien Sevitzky. Soloist: Ania Dorfmann, Pianist. Brahms' "Symphony No. 3 in F Major"; Beethoven's "Concerto for Piano No. 3 in C Minor"; Weinberger's "Polka and Fugue from 'Schwanda'".
Tues., July 24, Conductor: Fabien Sevitzky. All Russian program. Tchaikovsky's Symphony No. 6 in B Minor ("Pathetique") Shostakovich's Symphony No. 5; Kabalevsky's Overture to "Colas Breugnon".
Wed., July 25 and Thurs., July 26, Conductor, Fabien Sevitzky. Soloists: Biruta Ramoska, Soprano; Nan Merriman, Mezzo-soprano; Donald Dame, Tenor; Edwin Fowler, Baritone. Schola Cantorum of N.Y., Choral Conductor, Hugh Ross. Carpenter's "Song of Faith"; Beethoven's Symphony No. 9 in D Minor.
Fri., July 27, Conductor: Fabien Sevitzky. Rossini's Overture to "William Tell"; Schubert's "Unfinished Symphony"; Gershwin's "Porgy & Bess".
 Fifth Avenue busses take passengers right to Stadium door. For tickets, contact: CI. 7-7575. Press Publicity: Margaret Hartigan, CI. 5-7348.

Friday
July 20

PREMIERE: "THE CHEATERS" (Movie) GOTHAM THEATRE, BROADWAY & 47TH STREET.
 A romantic comedy produced by Republic, starring Joseph Schildkraut, with Billie Burke, Ona Munson, Eugene Pallette, Ruth Terry, and others. Produced and directed by Joseph Kane. Costumes: Adele Palmer. Publicity: Steve Edwards, CO. 5-2500.

Wednesday
July 25

PREMIERE: "INCENDIARY BLONDE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
 Paramount presents in technicolor the life of Texas Guinan from her childhood in Texas through her years as a rodeo performer--as the "Female William S. Hart" of Hollywood Western films--and later as the queen of New York's nightclubs. Starring Betty Hutton, Arturo de Cordova, Barry Fitzgerald, Mary Philips, and Charles Ruggles. Producer: Joseph Sistrom. Director: George Marshall. Costumes: Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.

Friday
July 27

PREMIERE: "CHRISTMAS IN CONNECTICUT" (Movie) STRAND THEATRE, B'WAY & 47TH
 A Warner Bros. comedy starring Barbara Stanwyck, Dennis Morgan, Sydney Greenstreet, Reginald Gardiner, and others. Produced by William Jacobs. Directed by Peter Godfrey. Costumes by Edith Head and Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Wednesday
August 8

PREMIERE: "CAPTAIN EDDIE" (Movie) ROXY THEATRE, 7TH AVENUE & 50TH ST.
 A Eureka Pictures Inc. Production released by 20th Century Fox, based on Captain Eddie Rickenbacker's life. Starring Fred MacMurray, it depicts the unpredictable career of an American hero of two wars. Also featuring Lynn Bari, Charles Bickford, Mary Phillips, and Darryl Hickman. Directed by Lloyd Bacon. Produced by Winfield Sheehan. Costumes by Rene Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.